

U.S. Department of Justice

Washington, DC 20530

Supplemental Statement**Pursuant to the Foreign Agents Registration Act of 1938, as amended**For Six Month Period Ending 3-31-2020

(Insert date)

I - REGISTRANT

1. (a) Name of Registrant

(b) Registration No.

Zeno Group, Inc.

6652

(c) Business Address(es) of Registrant

130 East Randolph Street

Chicago, IL 60601

2. Has there been a change in the information previously furnished in connection with the following?

(a) If an individual:

(1) Residence address(es) Yes ☐ No ☐(2) Citizenship Yes ☐ No ☐(3) Occupation Yes ☐ No ☐

(b) If an organization:

(1) Name Yes ☐ No ☒(2) Ownership or control Yes ☐ No ☒(3) Branch offices Yes ☐ No ☒

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.Yes ☐ No ☒If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

| Name | Position | Date Connection Ended |
|------|----------|-----------------------|
|------|----------|-----------------------|

(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

| Name | Residence Address | Citizenship | Position | Date Assumed |
|------|-------------------|-------------|----------|--------------|
|------|-------------------|-------------|----------|--------------|

5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes ☐ No ☒

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☒ No ☐

| Name | Residence Address | Citizenship | Position | Date Assumed |
|------------------|-------------------|-------------|----------|--------------|
| See Attachment A | | | | |

(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

| Name | Position or Connection | Date Terminated |
|------------------|------------------------|-----------------|
| See Attachment A | | |

(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

| Name | Position or Connection | Foreign Principal | Date Terminated |
|------------------|------------------------|-------------------|-----------------|
| See Attachment A | | | |

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes ☒ No ☐

If no, list names of persons who have not filed the required statement.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes ☒ No ☐
If yes, furnish the following information:

Foreign Principal
Canadian Tourism Commission

Date of Termination
12/31/2019

8. Have you acquired any new foreign principal(s)² during this 6 month reporting period? Yes ☐ No ☒
If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)² whom you continued to represent during the 6 month reporting period.

Aruba Tourism Authority

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A³ Yes ☐ No ☐

Exhibit B⁴ Yes ☐ No ☐

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☒ No ☐

If yes, have you filed an amendment to these exhibits? Yes ☒ No ☐

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3, sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4, sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

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11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

If yes, identify each foreign principal and describe in full detail your activities and services:

Canadian Tourism Commission - See Attachment B

Aruba Tourism Authority - See Attachment B

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12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes ☒ No ☐

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

Canadian Tourism Commission - Promoted tourism on behalf of Canada - See Attachment B for details

Aruba Tourism Commission - Promoted tourism on behalf of a Aruba - See Attachment B for details

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes ☐ No ☒

If yes, describe fully.

⁵ "Political activity," as defined in Section 1(o) of the Act, means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION**14. (a) RECEIPTS-MONIES**

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.⁶

| Date | From Whom | Purpose | Amount |
|------------------|-----------|---------|--------|
| See Attachment C | | | |

Total

(b) RECEIPTS - FUNDRAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fundraising campaign⁷, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D⁸ to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

| Foreign Principal | Date Received | Thing of Value | Purpose |
|-------------------|---------------|----------------|---------|
|-------------------|---------------|----------------|---------|

^{6, 7} A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

⁸ An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

⁹ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS-MONIES**

During this 6 month reporting period, have you

- (1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐
- (2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

| Date | To Whom | Purpose | Amount |
|------------------|---------|---------|--------|
| See Attachment C | | | |

Total

(b) DISBURSEMENTS-THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐No ☒

If yes, furnish the following information:

| Date | Recipient | Foreign Principal | Thing of Value | Purpose |
|------|-----------|-------------------|----------------|---------|
|------|-----------|-------------------|----------------|---------|

(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐No ☒

If yes, furnish the following information:

| Date | Amount or Thing of Value | Political Organization or Candidate | Location of Event |
|------|--------------------------|-------------------------------------|-------------------|
|------|--------------------------|-------------------------------------|-------------------|

10, 11 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?¹²

Yes ☒ No ☐

If Yes, go to Item 17.

(b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?

Yes ☐ No ☐

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

Canadian Tourism Commission

Aruba Tourism Authority

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☐ No ☒

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- ☒ Radio or TV broadcasts ☒ Magazine or newspaper ☐ Motion picture films ☐ Letters or telegrams
☐ Advertising campaigns ☒ Press releases ☐ Pamphlets or other publications ☐ Lectures or speeches
☐ Other (*specify*) _____

Electronic Communications

- ☒ Email
☒ Website URL(s): _____
☒ Social media websites URL(s): _____
☐ Other (*specify*) _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- ☐ Public officials ☒ Newspapers ☐ Libraries
☐ Legislators ☒ Editors ☐ Educational institutions
☐ Government agencies ☐ Civic groups or associations ☐ Nationality groups
☒ Other (*specify*) Online Influencers _____

21. What language was used in the informational materials:

- ☒ English ☐ Other (*specify*) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☒ No ☐

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?

Yes ☐ No ☒

¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI - EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature¹³)

April 30, 2020

/s/ Randall Corley

eSigned

¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

Supplemental Report Period 10-1-2019 through 3-31-2020**ATTACHMENT A****Question I. 5(b) Registrant:**

During this six-month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than clerical or secretarial, or in a related similar capacity? **YES**

| NAME | RESIDENCE/ADDRESS | CITIZENSHIP | POSITION | FOREIGN PRINCIPAL | DATE ASSUMED |
|-----------------------|-------------------|-------------|------------------------------|-------------------------|---------------|
| Cruz, Shileen | Bronx, NY | U.S. | Senior Account Executive | Aruba Tourism Authority | November 2019 |
| Pomatto, Hannah | Chicago, IL | U.S. | Vice President | Aruba Tourism Authority | November 2019 |
| Petraglia, Gina | New York, NY | U.S. | Account Executive | Aruba Tourism Authority | November 2019 |
| Anderson, Akeem | Chicago, IL | U.S. | Digital Paid Media, Director | Aruba Tourism Authority | November 2019 |
| Yohannan, Calvin | Maplewood, NJ | U.S. | Assistant Account Executive | Aruba Tourism Authority | October 2019 |
| Love, Michael | Arlington, VA | U.S. | Senior Account Executive | Aruba Tourism Authority | January 2020 |
| Singh, Nirmala | Hyde Park, NY | U.S. | Account Supervisor | Aruba Tourism Authority | October 2019 |
| Carbonara, Kristina | Chicago, IL | U.S. | Account Executive | Aruba Tourism Authority | November 2019 |
| Garry, Katie | Brooklyn, NY | U.S. | Senior Account Executive | Aruba Tourism Authority | January 2020 |
| Kahn, Evan | New York, NY | U.S. | Digital Analytics Manager | Aruba Tourism Authority | October 2019 |
| Tahan, Julie | Hoboken, NJ | U.S. | Director of Paid Social | Aruba Tourism Authority | January 2020 |
| Lamb, Megan Josephine | New York, NY | U.S. | Account Executive | Aruba Tourism Authority | February 2020 |
| Naik, Ojas | New York, NY | U.S. | Executive Vice President | Aruba Tourism Authority | March 2020 |
| Faunce, Alexis | New York, NY | U.S. | Assistant Account Executive | Aruba Tourism Authority | March 2020 |
| Corlies, Charissa | Brooklyn, NY | U.S. | Senior Account Executive | Aruba Tourism Authority | March 2020 |

Question I. 5(d)

Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6-month reporting period? **YES**

| NAME | POSITION | FOREIGN PRINCIPAL | DATE TERMINATED |
|-------------------------|----------|-----------------------------|-----------------|
| Blocksom, Shara Lindsey | PR | Canadian Tourism Commission | 12-31-2019 |
| Murray, Maureen | PR | Canadian Tourism Commission | 12-31-2019 |
| Patza, Ellesyn | PR | Canadian Tourism Commission | 12-31-2019 |
| McKinney, Christopher | PR | Canadian Tourism Commission | 12-31-2019 |
| Caffrey, Samantha | PR | Canadian Tourism Commission | 12-31-2019 |
| Rie, Katherine | PR | Canadian Tourism Commission | 12-31-2019 |
| Camp, Lucas | PR | Canadian Tourism Commission | 12-31-2019 |
| Manzoor, Mustafa | PR | Canadian Tourism Commission | 12-31-2019 |
| Wang, Danruo | PR | Canadian Tourism Commission | 12-31-2019 |
| Gordon, Claire | PR | Canadian Tourism Commission | 12-31-2019 |
| Santander, Torri | PR | Canadian Tourism Commission | 12-31-2019 |
| Alvarez, Angela | PR | Canadian Tourism Commission | 12-31-2019 |
| Horowitz, Nisa | PR | Canadian Tourism Commission | 12-31-2019 |
| | | | |

Question I. 5(e)

Have any employees or individuals, who have filed a short form registration statement, terminated their connection with the registrant during this 6-month reporting period? **YES**

| NAME | POSITION | FOREIGN PRINCIPAL | DATE TERMINATED |
|-----------------|----------|-------------------------|-----------------|
| Petraglia, Gina | PR | Aruba Tourism Authority | 2/21/2020 |
| Tahan, Julia | PR | Aruba Tourism Authority | 3/3/2020 |

ATTACHMENT B

Question III.11 Activities:

During this 6-month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? **YES**

If yes, identify each foreign principal and describe in full detail your activities and services:

Aruba Tourism Authority

Activities: October 1, 2019 through March 31, 2020

- **PLANNING**
 - **2020 Planning**
 - Held calls with interagency group and ATA and built out 2020 plan
 - Team was on-island
 - Sustainability
 - Conducted media and competitor audit to understand their current efforts and inform Aruba's communications strategy
 - Developed media strategy to amplify Aruba's single use plastics ban and wider sustainability efforts and shared on 1/24
 - Continued to build out influencer plan, including content guidelines and paid strategy, to be share in early February
- **MEDIA RELATIONS**
 - Monitored for various issues and crisis news
 - Conducted monthly proactive outreach on select topics. All outreach was shared via email pitch with a wide variety of journalists contributing to US and Canadian based publications.
 - Provided coordination and support for multiple influencer trips
 - Vetted reactive media inquiries
 - Coordinated and hosted two group press trips **in 2019:**
 - Began planning 2020 trips, now are all on hold
 - Secured inclusion in The Today Show's warm weather getaways segment on 1/24, compiling information and assets from Boardwalk Boutique Hotel Aruba
 - Compiled and pitched answers for Entrepreneur's roundup of executive's morning routines
 - **Runner newsjacking:**
 - Following viral moment involving Aruban runner, Jonathan Busby, at IAAT 2019, developed media and social newsjacking strategy, followed up with OOP budget recommendation, and social recommendations for ATA and the Prime Minister
 - Began outreach highlighting the kind act along with Dabo's invite to the island on 10/8, securing interview opportunity with the New York Daily News
 - Held interview with the outlet and Dabo on 10/16
 - Piece ran on 10/17 on New York Daily News online

- **WTTC Happy Flow**
 - Began outreach to travel trades, securing interest from TravelPulse
 - Shared TravelPulse's questions and drafted answers for input and approval on 10/31.
- **Skift Advertorial:** Wrote copy, edited copy, shared suggestions, conducted interviews and more to finalize three advertorial pieces (Run dates: 11/7, 12/11, 2/13)
- **Lonely Planet 2020 Awards:**
 - Conducted media audit of previous Lonely Planet awards and developed PR media strategy.
 - Developed sustainability messaging for Aruba.com website in conjunction with Lonely Planet award. Team shared updated messaging for the Lonely Planet press release and article that went live on 10/21
 - Worked with Innovation Hub in Aruba to draft messaging
 - Elevated the award with outreach to media
- **HSMAI Adrian Awards**
 - Conducted media audit to inform outreach strategy and shared recommendation for award ceremony attendance
 - Pitched award winnings to travel trade media
- **ELECTION DISCONNECTION CAMPAIGN**
 - Developed plan, budget and distributed press release
 - Completed media audit and heavy research
 - Discussed overall plan and budget with ATA in-person on 10/28
 - Pitched the teaser announcement in November, had a press release go out and secured coverage (coverage included in attachment below)
 - Put together a PR campaign that ultimately, we never launched due to COVID-1
- **CRISIS WORK**
 - **Contract amended to include Crisis work effective March 1, 2020**
 - Began crisis work regarding COVID-19; Creation of documents/guidance for the tourism board.

Canadian Tourism Commission – Destination Canada

Activities: October 1, 2019 through March 31, 2020

Performed the following account support and media relations to promote Destination Canada on behalf of the Canadian Tourism Commission between October 1, 2019 and December 31, 2019:

- Joined weekly all-agency meetings and provided counsel on topics and issues of interest to U.S. audiences
- Developed targeted U.S. based media lists for proactive outreach
- Drafted proactive pitch materials themed around short-lead seasonal and timely opportunities:
 - Holiday travel
 - 2020 travel trends

- Gathered information and conducted reactive outreach in response to the following media inquiries:
 - Small towns to visit during Christmas
 - Best Christmas sleigh rides in the nation
- Worked with Northwest Territories, Yukon and Manitoba partners to gather information and assets to pitch around a larger Northern Lights campaign
 - Developed our campaign strategy, outlining communications objectives, key messages, assets needed, timing, media targets to pitch and media targets to invite on a FAM trip
 - Drafted two pitch angles – one general, and another geared towards a hosted FAM trip
 - Conducted proactive outreach

ATTACHMENT C

Question IV. 14(a) Receipts-Monies

During this 6-month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? **YES**

CANADIAN TOURISM COMMISSION

RECEIPTS during the period OCTOBER 1, 2019 through MARCH 31, 2020

| DATE | PURPOSE | AMOUNT |
|------------------|-----------------------|---------------|
| October '19 | Professional Services | \$25,000 |
| November '19 | Professional Services | \$25,000 |
| December '19 | Professional Services | \$25,000 |
| TOTAL CTC | \$ | 75,000 |

ARUBA TOURISM AUTHORITY

RECEIPTS during the period October 1, 2020 through March 31, 2020

| DATE | PURPOSE | AMOUNT |
|------------|-----------------------|------------|
| 10/5/2019 | Professional Services | 38,184.00 |
| 10/12/2019 | Professional Services | 33,166.00 |
| 11/7/2019 | Professional Services | 38,184.00 |
| 11/9/2019 | Professional Services | 777.78 |
| 11/14/2019 | Out-of-Pocket Costs | 85,500.00 |
| 11/14/2019 | Professional Services | 122,000.00 |
| 12/4/2019 | Out-of-Pocket Costs | 6,500.00 |

| | | |
|------------------|-----------------------|---------------------|
| 12/10/2019 | Professional Services | 81,868.00 |
| 2/13/2020 | Professional Services | 3,500.00 |
| 2/19/2020 | Out-of-Pocket Costs | 168,950.00 |
| 2/19/2020 | Professional Services | 114,000.00 |
| 3/4/2020 | Out-of-Pocket Costs | 57,944.00 |
| 3/4/2020 | Professional Services | 46,000.00 |
| 3/6/2020 | Out-of-Pocket Costs | 27,724.50 |
| 3/6/2020 | Professional Services | 114,552.00 |
| 3/14/2020 | Out-of-Pocket Costs | 25,250.00 |
| 3/16/2020 | Out-of-Pocket Costs | 157,777.78 |
| 3/16/2020 | Professional Services | 120,000.00 |
| 3/25/2020 | Professional Services | 20,000.00 |
| TOTAL ATA | | 1,260,178.06 |

ATTACHMENT C

Question IV. 15(a) Disbursements-Monies

During this 6-month reporting period, have you

- (1) Disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? **YES**

CANADIAN TOURISM COMMISSION

DISBURSEMENTS during the period OCTOBER 1, 2019 through MARCH 31, 2020

| DATE | PURPOSE | AMOUNT |
|------------------|---|----------------|
| 12/13/2019 | Travel: In-person planning meeting | \$564.81 |
| 12/13/2019 | Client event: NYC tradeshow printed materials | \$3,263.05 |
| 12/13/2019 | Client event: NYC tradeshow messenger service | \$49.47 |
| TOTAL CTC | \$ | 3877.33 |

Client Contract Ended 12-31-2019

Aruba Tourism Authority**DISBURSEMENTS during the period October 1, 2019 through March 31, 2020**

| DATE | PURPOSE | AMOUNT |
|------------|--|-----------|
| 10/12/2019 | Airfare | 20,794.74 |
| 10/12/2019 | Art/Office Supplies | 16.50 |
| 10/12/2019 | Broadcasting Services | 979.67 |
| 10/12/2019 | Business Svc (Fax, Print, Copy) | 115.00 |
| 10/12/2019 | Car Mileage | 106.72 |
| 10/12/2019 | Press Trip expenses (journalist experiences, meals, etc.) | 2,904.64 |
| 10/12/2019 | Press Trip expenses (journalist experiences, meals, etc.) | 46.56 |
| 10/12/2019 | Transportation Expenses (journalists + Zeno) | 717.85 |
| 10/12/2019 | Vow Renewal Event (Ceremonies and Celebrations in Aruba) for Event planner to host event and pay vendors | 39,262.87 |
| 10/12/2019 | Gasoline | 69.49 |
| 10/12/2019 | Ground Transit Charges | 1,820.31 |
| 10/12/2019 | Hotels/Lodging | 8,517.13 |
| 10/12/2019 | Internet Connectivity Fee | 9.98 |
| 10/12/2019 | Limousine/Car Service | 828.00 |
| 10/12/2019 | Meals - Staff | 940.03 |
| 10/12/2019 | Media Services | 5,000.00 |
| 10/12/2019 | News Subscriptions | 198.50 |
| 10/12/2019 | Parking | 106.00 |
| 10/12/2019 | Printing Materials | 201.42 |
| 10/12/2019 | Rental Car | 2,399.64 |
| 10/12/2019 | Tips & Gratuities | 62.00 |
| 10/12/2019 | Tolls | 4.90 |
| 10/12/2019 | Travel-Meals for Press Trips etc. | 9,319.96 |
| 10/12/2019 | Video Editing | 1,300.00 |
| 10/31/2019 | Celebrity Services | 204.78 |
| 10/31/2019 | Media + Influencer Photo Albums – Gifts from island following trip | 462.84 |
| 10/31/2019 | Rental Car | 589.68 |
| 10/31/2019 | Travel-Meals / Subsistence | 498.64 |
| 11/13/2019 | Airfare | 9,356.07 |

| | | |
|------------|--|-----------|
| 11/13/2019 | Car Mileage | 46.40 |
| 11/13/2019 | Press Trip expenses (journalist experiences) | 239.69 |
| 11/13/2019 | Currency Conversion Fees | 10.00 |
| 11/13/2019 | Vow Renewal Event Catering Fee for providing food for event in August 2019 | 19,885.82 |
| 11/13/2019 | Gasoline | 25.98 |
| 11/13/2019 | Ground Transit Charges | 2,032.65 |
| 11/13/2019 | Hotels/Lodging | 3,681.91 |
| 11/13/2019 | Internet Connectivity Fee | 2.99 |
| 11/13/2019 | Laundry Service | 70.86 |
| 11/13/2019 | Location Rental - EE Social Ev | 2,491.01 |
| 11/13/2019 | Meals - Staff | 361.77 |
| 11/13/2019 | Media Services | 1,948.94 |
| 11/13/2019 | Parking | 116.00 |
| 11/13/2019 | Rental Car | 488.05 |
| 11/13/2019 | Tips & Gratuities | 244.72 |
| 11/13/2019 | Travel-Meals | 1,487.19 |
| 11/13/2019 | UPS Vendor Load | 16.96 |
| 11/13/2019 | Video Production | 1,010.00 |
| 11/30/2019 | Airfare | 17,947.45 |
| 11/30/2019 | Influencer Trip Expenses (meals) | 2,027.94 |
| 11/30/2019 | Press Trip Expenses (journalist experiences) + Influencer mailer expenses | 4,926.49 |
| 11/30/2019 | Currency Conversion Fees | 23.99 |
| 11/30/2019 | Employee Gifts/Awards | 471.90 |
| 11/30/2019 | Ground Transit Charges | 1,408.26 |
| 11/30/2019 | Hotels/Lodging | 7,823.28 |
| 11/30/2019 | Internet Connectivity Fee | 10.00 |
| 11/30/2019 | Limousine/Car Service | 42.35 |
| 11/30/2019 | Media Services | 966.67 |
| 11/30/2019 | Rental Car | 4,189.88 |
| 11/30/2019 | Tips & Gratuities | 75.00 |
| 11/30/2019 | Travel-Meals | 10,646.03 |
| 12/31/2019 | Airfare | 6,844.00 |
| 12/31/2019 | Hotels/Lodging | 11,373.18 |
| 12/31/2019 | Rental Car | 622.44 |
| 1/16/2020 | Airfare | 3,241.95 |
| 1/16/2020 | Press Trip Expenses (journalist experiences) | 863.85 |
| 1/16/2020 | Currency Conversion Fees | 37.49 |
| 1/16/2020 | Employee Gifts/Awards | 227.85 |

| | | |
|-----------|---|-----------|
| 1/16/2020 | Ground Transit Charges | 550.57 |
| 1/16/2020 | Hotels/Lodging | 1,526.10 |
| 1/16/2020 | Media Services | 966.67 |
| 1/16/2020 | Parking | 2.00 |
| 1/16/2020 | Tips & Gratuities | 60.00 |
| 1/16/2020 | Travel-Meals | 3,744.48 |
| 1/23/2020 | Airfare | 3,241.95 |
| 1/23/2020 | Press Trip Expenses (journalist experiences) | 863.85 |
| 1/23/2020 | Currency Conversion Fees | 37.49 |
| 1/23/2020 | Employee Gifts/Awards | 227.85 |
| 1/23/2020 | Ground Transit Charges | 550.57 |
| 1/23/2020 | Hotels/Lodging | 1,526.10 |
| 1/23/2020 | Media Services | 966.67 |
| 1/23/2020 | Parking | 2.00 |
| 1/23/2020 | Tips & Gratuities | 60.00 |
| 1/23/2020 | Travel-Meals | 3,744.48 |
| 1/31/2020 | Airfare | 2,412.30 |
| 1/31/2020 | Press Trip Expenses (journalist experiences) + influencer mailers + Media Photo Albums – Gifts from island following trip | 1,423.85 |
| 1/31/2020 | Currency Conversion Fees | 37.49 |
| 1/31/2020 | Transportation Expenses (journalists + zeno) | 227.85 |
| 1/31/2020 | Ground Transit Charges | 550.57 |
| 1/31/2020 | Hotels/Lodging | 1,526.10 |
| 1/31/2020 | Media Services | 966.67 |
| 1/31/2020 | Parking | 2.00 |
| 1/31/2020 | Rental Car | 778.64 |
| 1/31/2020 | Tips & Gratuities | 60.00 |
| 1/31/2020 | Travel-Meals | 3,744.48 |
| 2/19/2020 | Airfare | 1,719.30 |
| 2/19/2020 | Currency Conversion Fees | 10.00 |
| 2/19/2020 | Ground Transit Charges | 599.60 |
| 2/19/2020 | Hotels/Lodging | 918.26 |
| 2/19/2020 | Internet Connectivity Fee | 5.98 |
| 2/19/2020 | Meals - Staff | 46.54 |
| 2/19/2020 | Rental Car | 180.18 |
| 2/19/2020 | Travel-Meals | 2,100.07 |
| 2/19/2020 | Video Production | 3,664.00 |
| 2/22/2020 | Advertising | 17,378.52 |
| 2/29/2020 | Airfare | 280.13 |
| 2/29/2020 | Ground Transit Charges | 268.99 |

| | | |
|--------------|--|-------------------|
| 2/29/2020 | Hotels/Lodging | 4,662.08 |
| 2/29/2020 | Internet Connectivity Fee | 36.00 |
| 2/29/2020 | Marketing Materials | 12,354.56 |
| 2/29/2020 | Travel-Meals | 177.40 |
| 3/12/2020 | Airfare | 3,945.20 |
| 3/12/2020 | Business Svc(Fax, Print, Copy) | 4,586.24 |
| 3/12/2020 | Press Trip Expenses (MISC. items for journalists) | 16.96 |
| 3/12/2020 | Currency Conversion Fees | 10.00 |
| 3/12/2020 | Covered hotel vendor fee, and costs for Election Disconnection project execution | 89,010.38 |
| 3/12/2020 | Ground Transit Charges | 1,242.78 |
| 3/12/2020 | Hotels/Lodging | 6,852.30 |
| 3/12/2020 | Internet Connectivity Fee | 19.98 |
| 3/12/2020 | Meals - Staff | 52.84 |
| 3/12/2020 | Media Services | 5,800.02 |
| 3/12/2020 | Rental Car | 589.68 |
| 3/12/2020 | Telephone | 0.50 |
| 3/12/2020 | Tips & Gratuities | 20.00 |
| 3/12/2020 | Travel-Meals / Subsistence | 4,952.04 |
| 3/16/2020 | Airfare | 3,189.00 |
| 3/17/2020 | Airfare | 1,999.43 |
| 3/17/2020 | Currency Conversion Fees | 10.00 |
| 3/17/2020 | Ground Transit Charges | 868.59 |
| 3/17/2020 | Internet Connectivity Fee | 41.98 |
| 3/17/2020 | Marketing Materials | 12,354.56 |
| 3/17/2020 | Meals - Staff | 46.54 |
| 3/17/2020 | Travel-Meals / Subsistence | 1,683.42 |
| 3/17/2020 | Video Production | 3,664.00 |
| 3/31/2020 | Airfare | 2,279.56 |
| 3/31/2020 | Influencer Trip (influencer experiences, meals) | 2,071.50 |
| 3/31/2020 | Media + Influencer Photo Albums – Gifts from island following trip | 208.26 |
| 3/31/2020 | Currency Conversion Fees | 10.00 |
| 3/31/2020 | Ground Transit Charges | 1,030.69 |
| 3/31/2020 | Internet Connectivity Fee | 41.98 |
| 3/31/2020 | Marketing Materials | 12,354.56 |
| 3/31/2020 | Meals - Staff | 46.54 |
| 3/31/2020 | News Subscriptions | 95.86 |
| 3/31/2020 | Travel-Meals / Subsistence | 1,683.42 |
| Total | | 449,746.01 |

Q4 Northern Lights Campaign

Week of October 28-November

SUBJECT: Canada, The Best Place For Northern Lights This Winter

Hi XX,

Seeing the Northern Lights often falls on the 'bucket-list' of trips, and for good reason. When you witness the natural phenomenon, it's a transformational, life-changing experience. Not many people realize that Canada is one of the world's best viewing locations for aurora borealis. In fact, Canada boasts 80-90 percent of all accessible land under the auroral oval - the area with the strongest geomagnetic activity and brightest and frequent displays.

But a trip to see the Northern Lights in Canada includes more than a nightly light show. Fill your days with exploring natural wonders, outdoor activities and cultural experiences that are completely authentic and inspiring. From dog sledding and snowshoeing to wildlife observation, cultural museums, and ice fishing, you'll also want to leave time to be spontaneous and discover the unexpected in these areas that are accessible via major U.S. cities.

I thought you might be interested in sharing the following top places to see the Northern Lights in Canada with your readers. And there's no time like the present - November through March is the *best* time to visit, with longer hours of darkness each day and clear nights. Check out the below and let me know if you'd like more information. High res photos and b-roll is available [here](#).

Northwest Territories: For *Basically* Guaranteed Lights

The Northern Lights are incredibly unpredictable, but in Yellowknife on the shore of the Great Slave Lake in Northern Canada, viewers have a 95 percent chance of seeing the lights -- a better chance than anywhere else in the world. Regarded as the [Aurora Capital of North America](#), Yellowknife offers ideal viewing conditions thanks to its prime location directly under the Aurora Oval and its semi-arid climate.

Must Do: View the lights from a warm and cozy TeePee at [Aurora Village](#), an entirely indigenous-owned experience that exposes travelers to new settings and fuels personal growth by connecting with different cultures. Or, for wilderness luxury, fly on a bush plane to [Blachford Lake Lodge](#) (transportation included!).

How To Get Here: Your main gateway city is Yellowknife, which is home to the Yellowknife Airport (YZF). Get here from major US cities with a quick stop usually in Calgary via WestJet, Air Canada and Delta.



Yukon: For West Coasters

Yukon is a top spot to view the lights in Western Canada. Watch the aurora borealis in 107-degree mineral waters at [Takhini Hot Springs](#) less than 20 miles from Whitehorse, the province's capital. Your mind, body and spirit will feel genuinely connected during this transformative, life-changing experience.

Must Do: The [Aurora | 360 Experience](#) takes a legendary experience to new heights. This private-chartered jet takes guests eye-level with the Northern Lights. They can learn more about the aurora borealis from guest speakers during the flight.

How To Get Here: Fly into Erik Nielsen Whitehorse International Airport (YXY), which has daily flights from Vancouver, an easy place to reach from US cities like Los Angeles, San Francisco or Seattle.



Manitoba: For The True Adventure Seeker (Plus! Polar Bears)

Getting off the grid is guaranteed to push personal boundaries. Embrace the opportunity for personal growth and discover mind-blowing natural wonders, view wildlife in the great outdoors, and experience something you can't find at home. Churchill, Manitoba is accessible by rail or small local airport, meaning the journey is part of the experience. Become an aurora borealis expert at [The Churchill Northern Studies Centre](#), an active Arctic research station just 30 minutes outside of Churchill. Manitoba is also known for its arctic safaris -- think belugas, polar bears, Arctic foxes and more.

Must Do: For a truly legendary experience, dine on a world-class meal at [Dan's Diner](#) in a heated tundra buggy 'pop-up' restaurant, specially designed with a transparent roof to view the Northern Lights. Before you leave Winnipeg, be sure to check out the new [Inuit Art Centre](#) opening in 2020 dedicated to Inuit culture through carvings, drawings, prints, textiles and media.

How To Get Here: Fly direct to the Winnipeg James Armstrong Richardson International Airport (YWG) from major hub like New York, Chicago or Minneapolis, then choose your adventure to Churchill either via plane to the Churchill Airport (YYQ) or by [VIA Rail Canada](#).



There's a lot more to share about the Northern Lights in Canada, let me know if you'd like more info or if this might be a fit!

Best,
XX

Q4 Northern Lights Campaign: FAM pitch
Week of October 28-November

SUBJECT: Press Trip to View the Northern Lights in Canada

Hi XX,

It's time to cross the Northern Lights off your bucket list!

Most of the world's best Northern Lights viewing locations are in Canada. In fact, Canada boasts between 80 and 90 percent of all accessible land under the auroral oval. While you can see the Northern Lights in Canada during all four seasons, winter is the most reliable season to view the dancing lights because of the darker, longer nights and clear skies.

We would love to host you on a transformational Northern Lights adventure in Yellowknife, in Canada's Northwest Territories. Known as the [Aurora Capital of North America](#), Yellowknife offers ideal viewing conditions thanks to its prime location directly under the Aurora Oval and its semi-arid climate. In fact, it has a 95% chance of Northern Lights viewing!

For a snapshot of what your trip could look like, check out the trip highlights below.

- View the lights from a warm and cozy TeePee at [Aurora Village](#), an entirely indigenous-owned and run experience.
- Help hitch up a furry pack of enthusiastic huskies, and then slide into the sled behind them. Dash across moonlit snow with your experienced [Beck's Kennels'](#) musher to a cozy cabin beneath the stars.
- Fly in to [Blachford Lake Lodge](#), an oasis of rustic luxury, via bush plane equipped with skis to experience the wide-open Northern backcountry while ice skating, snowshoeing and snowmobiling.

Would you be interested in learning more and potentially setting up a time to chat? Since winter is the best time to see the lights, we are hosting a tour in late Feb/early March 2020.

Looking forward to hearing from you!

Best,
XX

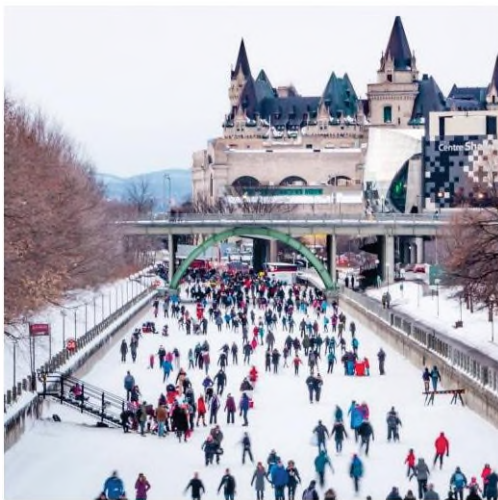
October-November*Pitching Week of Oct. 28 through November***SUBJECT: New Christmas Traditions In Canada**

Hi XX,

Change up your holiday routine and start a new traditions this season. Within easy reach of major U.S. cities, the holidays are a perfect time for a quick getaway to Canada, the ultimate destination for seasonal cheer.

As you start to plan your holiday travel stories, please consider the destinations below:

Ottawa, Ontario (New for 2019): A **XX** flight from **XX**, see the magic of the season come to life at Ottawa's **first** [European-style Christmas Market](#). Running from Nov. 29 through Dec. 22, indulge in delicious baked goods and holiday favorites, shop unique gifts from local craftsmen and enjoy live entertainment. But, your trip to Ottawa is not complete without a skate down the famous [Rideau Canal Skateway](#), the **largest naturally frozen skating rink in the WORLD!**



(Courtesy Ottawa Tourism)

Niagara Falls, Ontario: Just a **XX** flight from **XX**, Niagara Falls is home to **Canada's largest light festival**, the [Winter Festival of Lights](#) from November 16, 2019 through January 12, 2020. Nearly five miles of lights travel through the iconic landscapes of Niagara Parks and surrounding districts to transform the city into a winter wonderland. While there, check out the 40-foot-tall ice bridge that forms at the base of Niagara Falls each year. A natural phenomenon, it resembles giant marshmallows covering the Niagara River that can be up to 100-feet thick.



(Courtesy of Niagara Parks)

Montréal, Quebec: Follow the twinkling lights to Montréal, Canada's hub for creativity, music and design. Montreal is a XX flight from XX.

Celebrating its 10th season, [Luminothérapie](#) is an interactive multidisciplinary art installation in the Quartier des Spectacles that was originally designed to promote emerging artists. From November 28, 2019 to January 26, 2020 visitors can play with this season's luminous interactive installation, titled Pop!



(Courtesy Luminothérapie at Place Des Festival)

Please let me know if these are a fit for any stories you're working on this holiday season. I'm happy to provide you with further info or photo assets and can also share more winter and holiday experiences in different regions across Canada.

Happy holidays!

XX

Small Towns for Christmas HARO Pitch**Timeline** – *Week of October 28***SUBJECT:** Small Towns for Christmas: Canada**To:** Meredith Rosenberg, Travel Channel (query-9zug@helpareporter.net)**Deadline:** 7:00 PM EST - 29 October

Hi Meredith,

Within easy reach of major U.S. cities, the holidays are a perfect time for a quick getaway to Canada. Check out these quaint towns full of Christmas cheer below. High res images for these destinations can be found [HERE](#).

Whistler's Winter Wonderland

From a charming [pedestrian-only quaint winter village](#) to one of North America's [largest ski resorts](#), Whistler is a great getaway for West Coast travelers. Set against the backdrop of snow-frosted trees and twinkling lights, these twin mountains are teeming with festive fun including horse-drawn sleigh rides, ice skating at Olympic Plaza and après ski cocktails enjoyed fireside after a long day on the slopes.

**Banff's Storybook Views**

Just an hour and a half from Calgary, this picturesque town framed by the Canadian Rockies offers a holiday getaway unlike any other. Whether you're whipping through frosted forests and frozen meadows while being pulled by a husky-led dog sled, skating past a life-size [ice castle](#) or taking a dip in the natural hot springs - Banff offers breathtaking views and unforgettable memories at every turn.

**Quebec's Quaintest Winter Village**

Found at the base of the Laurentian mountains, Quebec's charming [Mont-Tremblant](#) is a must-visit for East Coast travelers this winter. Beyond being a world-class ski destination, the quaint cobblestone village is also rich with French-Canadian

culture and food including traditional fondue, poutine and sweet or savory crêpes that can all be enjoyed after a long day of snowshoeing or alpine touring.



Please let me know if these are a fit for your small holiday towns story. I'm happy to provide you with further info or photo assets.

Happy holidays!

Ellie

Breathtaking Christmas Sleigh Rides Across the Nation HARO Pitch**SUBJECT: Christmas Sleigh Rides in Canada****To:** Zee Krstic, Martha Stewart Living (query-a0r4@helpareporter.net)**Deadline:** 7:00 PM EST - 10 November

Hi Zee,

Within easy reach of major U.S. cities, the holidays are a perfect time for a quick getaway to Canada. As you work on your holiday sleigh rides story, please consider the options below that can only be found in these unique Canadian towns full of Christmas cheer.

Whistler's Winter Wonderland (1 hour nonstop flight from Seattle or Portland)

Set against the backdrop of snow-frosted trees and festive lights, Whistler is a great getaway for West Coast travelers looking for holiday fun. Starting December 15, glide through the snow in a [horse-drawn sleigh](#) at Blackcomb Mountain in one of North America's [largest ski resorts](#). This unique guided evening tour comes complete with picturesque forested trails, the twinkling lights of Whistler's [pedestrian-only winter village](#) and a short stop at a rustic cabin to cozy up by the fire.

*(Photo Courtesy of Tourism Whistler)***Banff's Storybook Views (1.5-2 hour nonstop flight from Seattle or Portland)**

Just an hour and a half from Calgary, this town framed by the Canadian Rockies offers a holiday getaway unlike any other. Hugging the edge of a frozen lake, Banff and Lake Louise's [horse-drawn sleigh rides](#) are about as storybook as it gets this December! Tracing a path beneath vast glaciers and craggy peaks, sit cozily underneath a warm blanket while taking in the sights of the snow-covered valley and sounds of the jingling sleigh bells.

*(Photo Courtesy of Banff Tours)***Quebec's Quaintest Winter Village (1.5 hour nonstop flight to Quebec City from NYC)**

Found at the base of the Laurentian mountains, Quebec's charming [Mont-Tremblant](#) is a must-visit for East Coast travelers this winter. Beyond being a world-class ski destination, the quaint cobblestone village is also home to [horse-drawn sleigh rides](#). This December, enjoy hot chocolate aboard a sleigh while your resident storyteller guides you through the forests and trails just minutes from the resort.



(Photo Courtesy of Tourism Mont-Tremblant)

Please let me know if these may be a fit for your story and if you need any further info or photo assets.

Happy holidays,
Shara

Short-Lead November*Week of November 11***SUBJECT: Experience 2020's Top 3 Travel Trends in Canada**

Hi XX,

What's trending in travel in 2020? Turns out a lot and this coming year, visitors are concerned even more about being good stewards of the environment, taking small moments to find an adventure and feeling good in the process. Canada is a location well suited for all of these, with easy-fly locations from top U.S. cities and nature waiting to be explored. Following are some of the top trends in travel for 2020, and how you can experience them in Canada.

1. **Lesser Known Is In:** According to [Booking.com](https://www.booking.com), over half of global travelers want to help play a part in reducing over-tourism, which means hitting up new locations that are not typically on everyone's radar.

Where to go in Canada? British Columbia's Haida Gwaii

Ideal for West Coasters is Haida Gwaii, a remote island getaway full of abundant wildlife, lush rainforests and rich Indigenous history.

From a [spiritual center](#) home to the rich history of the Haida First Nations people, to a six-mile hike along lush forests and beachfronts to the Pesuta shipwreck and an [elevated whale watching](#) tour via kayak during peak spring season (March through June) - the two-hour direct flight from Vancouver International Airport is worth the trip.

2. **The Future of Adventure Travel is Going Micro:** Taking an adventure doesn't have to mean a long flight to a faraway destination. Microadventures are all about getting off the beaten path and having an adventure just a few hours outside of a major city, perfect for a long weekend. Which is what more than half of global travelers are into these days ([Booking.com](https://www.booking.com).)

Where to go in Canada? Quebec's Eastern Townships



(Photo Courtesy of Tourism Eastern Townships)

This Memorial and Labor Day weekend, experience achievable adventure in the Eastern Townships, just a little over a two hour drive from Quebec City.

Nestled against the backdrop of rolling hills and alpaca farms, get out and explore the great outdoors. Whether you're hiking your way across the four provincial parks including Bromont, Orford and Owl's Head or exploring the region's many [cycling trails](#) - be sure to keep an eye out for bald eagles, moose and more!

3. **Wellness in 2020:** Wellness tourism is the fastest growing segment of the industry and forecasted to grow even quicker through 2022 (Global Wellness Institute.) And when it comes to defining wellness, there aren't many rules - from spas to yoga and meditation, or even just hiking in the outdoors.

Where to go in Canada? Ontario



Start your 2020 journey to wellness in Ontario, home to some of Canada's top spas, health and wellness havens.

For those visiting Toronto, [Ste. Anne's Spa](#) is just a 90 minute drive and overlooks the picturesque Lake Ontario. While those near Ottawa can transform their R&R into an R&L (relax and learn) at [Strathmere](#), an eco-friendly center complete with farm-to-table cooking demos and meditation studies in an organic garden.

If you're interested, I'd be happy to provide more information, suggestions and high res images.

Best,
XX

ARUBA TOURISM AUTHORITY**Print Feature Stories:**

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|--------------------------------|---|
| <i>LivePlayAAA Minneapolis</i> | Sunshine Seekers |
| <i>Ranch & Coast</i> | A Happy Discovery |
| <i>Metro New York</i> | The Ultimate Guide to Aruba |
| <i>Parents</i> | A Vacation Just for You Two |
| <i>The Epoch Times</i> | In the Land of Sorbet Sunsets: The Romance of Aruba |
| <i>Passport Magazine</i> | Discovering Aruba |
| <i>The New York Times</i> | 36 Hours in Aruba |

Online Feature Stories:

| | |
|--------------------------------|---|
| <i>TropixTraveler</i> | Best Places to go in the Caribbean in October |
| <i>Fodors</i> | The 28 Best Beaches in the Caribbean |
| <i>USA Today</i> | Hotels with benefits: The best Caribbean resort free perks from paddleboarding to shows |
| <i>Oyster</i> | 9 Amazing Tropical Destinations to Visit in the Fall |
| <i>New York Daily News</i> | Brima Suncar Dabo, who helped tired rival to finish line at track world championships, talks viral moment |
| <i>TripSavvy</i> | The Best Time to Visit Aruba |
| <i>Travel Pulse</i> | Lonely Planet Reveals Top Travel Destinations for 2020 |
| <i>MSN Canada</i> | Lonely Planet reveals top travel destinations for 2020 |
| <i>Mercury News</i> | Lonely Planet's top 10 countries to visit in 2020 |
| <i>Santa Cruz Sentinel</i> | Lonely Planet's top 10 countries to visit in 2020 |
| <i>Architectural Digest</i> | Lonely Planet's Best Travel Destinations for 2020 Is Revealed |
| <i>Forbes</i> | The Lonely Planet Top Ten Tourism Countries For 2020 |
| <i>Maxim</i> | Lonely Planet names absolute best travel destinations for 2020 |
| <i>ValueWalk</i> | Top 10 best countries to visit in 2020: Start planning your next vacation |
| <i>LivePlayAAA Minneapolis</i> | For the Sunshine Seekers |
| <i>Taking the Kids</i> | Explore Mural Art in Aruba |
| <i>Frommers</i> | Great Family Resorts and All-Inclusives in and Around the Caribbean |

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|-----------------------------|--|
| <i>Skift</i> | Aruba Is Building a Tourism Economy Centered on Sustainability |
| <i>Forbes</i> | 75 Best Travel Deals For Black Friday, Cyber Monday And Travel Tuesday |
| <i>Metro New York</i> | The Ultimate Guide to Aruba |
| <i>A Taste for Travel</i> | 10 Romantic Restaurants in Aruba for Date Night |
| <i>INSIDER</i> | Aruba is offering an 'election disconnection experience' to attract more visitors in 2020 |
| <i>MSN</i> | Introducing: Aruba's Election Disconnection Experience |
| <i>Business Insider</i> | Aruba is offering an 'election disconnection experience' to attract more visitors in 2020 |
| <i>Travel+Leisure</i> | Aruba's 'Election Disconnection' Program Will Take Your Mind Off Politics With the Help of Beaches, Puppies, and Cell-phone Lock Boxes (Video) |
| <i>Yahoo! Lifestyle</i> | Aruba's 'Election Disconnection' Program Will Take Your Mind Off Politics With the Help of Beaches, Puppies, and Cell-phone Lock Boxes |
| <i>KCTV 5 News</i> | Aruba's 'Election Disconnection' Program Will Take Your Mind Off Politics |
| <i>WFSB</i> | Aruba's 'Election Disconnection' Program Will Take Your Mind Off Politics |
| <i>WALA</i> | Aruba's 'Election Disconnection' Program Will Take Your Mind Off Politics |
| <i>Convene Magazine</i> | Puppies, Meditation, and No Political Arguments: Aruba's 'Election Disconnection' Campaign |
| <i>Elite Daily</i> | 10 Best Black Friday 2019 Travel Deals That'll Make You Cry Tears Of Joy |
| <i>The Daily Mail</i> | No wonder they call it a happy island! Cocktail contests and boutique resorts on Aruba, where US tourists are now being offered tailor-made trips to escape the stress of the 2020 presidential election |
| <i>USA Today</i> | Shh! These are the best secret beaches in the Caribbean |
| <i>Poughkeepsie Journal</i> | Shh! These are the best secret beaches in the Caribbean |
| <i>Daily Journal</i> | Shh! These are the best secret beaches in the Caribbean |
| <i>AZ Central</i> | The Caribbean: The best secret beaches |
| <i>The Kitsap Sun</i> | Destinations: These are the best secret beaches in the Caribbean |
| <i>Detroit Free Press</i> | These are the best secret beaches in the Caribbean |
| <i>Hometown Life</i> | These are the best secret beaches in the Caribbean |
| <i>Livingston Daily</i> | These are the best secret beaches in the Caribbean |
| <i>News Star</i> | These are the best secret beaches in the Caribbean |
| <i>The Coloradoan</i> | These are the best secret beaches in the Caribbean |
| <i>Statesman Journal</i> | The Caribbean: The best secret beaches from Aruba to Antigua |
| <i>Daily News Journal</i> | Shh! These are the best secret beaches in the Caribbean |

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| <i>Indianapolis Star</i> | These are the best secret beaches in the Caribbean |
| <i>St. George Magazine</i> | These are the best secret beaches in the Caribbean |
| <i>Chillicothe Gazette</i> | Shh! These are the best secret beaches in the Caribbean |
| <i>Mansfield News Journal</i> | Shh! These are the best secret beaches in the Caribbean |
| <i>Marion Star</i> | These are the best secret beaches in the Caribbean |
| <i>The Coshocton Tribune</i> | These are the best secret beaches in the Caribbean |
| <i>Zanesville Times Recorder</i> | These are the best secret beaches in the Caribbean |
| <i>Greenville News</i> | The Caribbean: The best secret beaches from Aruba to Antigua |
| <i>Evening Sun</i> | Shh! These are the best secret beaches in the Caribbean |
| <i>The Public Opinion</i> | Shh! These are the best secret beaches in the Caribbean |
| <i>Des Moines Register</i> | These are the best secret beaches in the Caribbean |
| <i>Green Bay Press Gazette</i> | These are the best secret beaches in the Caribbean |
| <i>Springfield News Leader</i> | The Caribbean: The best secret beaches from Aruba to Antigua |
| <i>Iowa City Press-Citizen</i> | Shh! These are the best secret beaches in the Caribbean |
| <i>Alamogordo Daily News</i> | These are the best secret beaches in the Caribbean |
| <i>The Deming Headlight</i> | These are the best secret beaches in the Caribbean |
| <i>Daily Advertiser</i> | Shh! These are the best secret beaches in the Caribbean |
| <i>Wisconsin State Farmer</i> | These are the best secret beaches in the Caribbean |
| <i>Delmarva Now</i> | The Caribbean: The best secret beaches from Aruba to Antigua |
| <i>News Leader</i> | The Caribbean: The best secret beaches from Aruba to Antigua |
| <i>The Star Gazette</i> | These are the best secret beaches in the Caribbean |
| <i>Jackson Sun</i> | Shh! These are the best secret beaches in the Caribbean |
| <i>Town Talk</i> | Shh! These are the best secret beaches in the Caribbean |
| <i>The Leaf Chronicle</i> | These are the best secret beaches in the Caribbean |
| <i>Lafayette Journal and Courier</i> | These are the best secret beaches in the Caribbean |
| <i>Great Falls Tribune</i> | These are the best secret beaches in the Caribbean |
| <i>Black Mountain News</i> | These are the best secret beaches in the Caribbean |
| <i>The Californian</i> | Shh! These are the best secret beaches in the Caribbean |
| <i>Delaware Online</i> | These are the best secret beaches in the Caribbean |
| <i>Cincinnati Enquirer News</i> | These are the best secret beaches in the Caribbean |
| <i>Louisville Courier-Journal</i> | These are the best secret beaches in the Caribbean |
| <i>Ranch and Coast</i> | A Happy Discovery |
| <i>Global News</i> | The best travel destinations for 2020 |
| <i>Fox 29</i> | Had enough? Aruba offering election disconnection experience for the politically fatigued |
| <i>Fox 4 News</i> | Had enough? Aruba offering election disconnection experience for the politically fatigued |

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| <i>Fox 32 Chicago</i> | Had enough? Aruba offering election disconnection experience for the politically fatigued |
| <i>Fox 35 Orlando</i> | Had enough? Aruba offering election disconnection experience for the politically fatigued |
| <i>Fox 10 Phoenix</i> | Had enough? Aruba offering election disconnection experience for the politically fatigued |
| <i>Fox 11 Los Angeles</i> | Had enough? Aruba offering election disconnection experience for the politically fatigued |
| <i>Fox 2 Detroit</i> | Had enough? Aruba offering election disconnection experience for the politically fatigued |
| <i>Cosmopolitan</i> | 33 Best Honeymoon Destinations for The Dreamiest Post-Wedding Vacay ~Ever~ |
| <i>Global News Canada</i> | Need a vacation? The top 2020 travel destinations are out |
| <i>Country 105 CKRY FM</i> | Need a vacation? The top 2020 travel destinations are out |
| <i>EZ Rock</i> | Need a vacation? The top 2020 travel destinations are out |
| Sootoday.com | Need a vacation? The top 2020 travel destinations are out |
| <i>1045 Fresh Radio</i> | Need a vacation? The top 2020 travel destinations are out |
| <i>Energy 953 Radio</i> | Need a vacation? The top 2020 travel destinations are out |
| <i>Magic 106</i> | Need a vacation? The top 2020 travel destinations are out |
| <i>The Wolf</i> | Need a vacation? The top 2020 travel destinations are out |
| <i>Family Traveller</i> | 10 Best Family Activities in Aruba, Beyond the Beach |
| <i>Skift</i> | How Local Visionaries Are Powering Aruba's Sustainable Future |
| <i>The Anxious Travelers</i> | Here's Why You Need to Travel to Aruba in 2020 |
| <i>MSN</i> | 33 Best Honeymoon Destinations for The Dreamiest Post-Wedding Vacay ~Ever~ |
| <i>PureWow</i> | 15 Warm Places to Visit in January |
| <i>Forbes</i> | Aruba: Where Wellness Travel Finds Its Wild Side |
| <i>Travel Squire</i> | Aruba Like a Local |
| <i>Skift</i> | Is the Future of Wellness Travel in Going Niche? |
| <i>Luxury & Wellness Travel Report</i> | Is the Future of Wellness Travel in Going Niche? |
| <i>The Travel 100</i> | Amazing Mother Daughter Trips and Tips to Make Them Stress-Free |
| <i>Chowhound</i> | Six Places to Travel for Healthy Getaways |
| <i>Ladies Want More</i> | Six Places to Travel for Healthy Getaways |
| <i>Travel Noire</i> | Beyond The Beach: Exploring the Food, Art, and Adventure of Aruba |
| <i>Frommers</i> | Best Caribbean Islands for Family Vacations: Which One to Choose |
| <i>eTurbo News</i> | Aruba Convention Bureau Announces New North America Regional Sales Director |
| <i>News Break</i> | Aruba Convention Bureau Announces New North America Regional Sales Director |

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| <i>Travel Wire News</i> | Aruba Convention Bureau Announces New North America Regional Sales Director |
| <i>Hospitality Plus</i> | Aruba Convention Bureau Welcomes Robert Hayes as Regional Sales Director of North America |
| <i>News United</i> | Hayes Takes up North America Sales Role for Aruba Convention Bureau |
| <i>Breaking Travel News</i> | Hayes Takes up North America Sales Role for Aruba Convention Bureau |
| <i>Frommers</i> | Great New (and Upgraded) Caribbean Resorts for Families for 2020 |
| <i>Facilities Online</i> | Aruba Convention Bureau Hires Regional Sales Director |
| <i>Travel Daily News</i> | Aruba Convention Bureau Welcomes Robert Hayes as Regional Sales Director of North America |
| <i>Caribbean Journal</i> | Aruba Plans New Group Business Push in North America |
| <i>Social Moms</i> | Where to Travel in 2020 |
| <i>The EveryGirl</i> | Where to Travel This Year, Based on Your Zodiac Sign |
| <i>Matador Network</i> | The Most Unique, Romantic Couples Experiences around the World |
| <i>Hospitality Upgrade</i> | HSMIA Awards Recognize Future-Forward Campaigns in Travel Marketing |
| <i>Hotel News Resource</i> | HSMIA Awards Recognize Future-Forward Campaigns in Travel Marketing |
| <i>Today</i> | 5 Warm Travel Destinations to Escape the Winter Weather in 2020 |
| <i>Today</i> | Best Destinations for a Warm Weather Getaway |
| <i>Mommy Poppins</i> | 30 Best Tropical and Warm Weather Family Vacation Ideas |
| <i>The Epoch Times</i> | In the Land of Sorbet Sunsets: The Romance of Aruba |
| <i>BETCHES</i> | How To Travel Without F*cking Up The Planet |
| <i>Forbes</i> | 14 of the Most Romantic Caribbean Valentine's Stays |
| <i>A Taste for Travel</i> | 10 Can't-Miss Beach Bars in Aruba |
| <i>Ocean Home</i> | Aruba, Beyond the Beach |
| <i>Reader's Digest</i> | 18 of the Most Romantic Resorts in the World |
| <i>Chicago Business Journal</i> | Aruba using real-time weather ads to lure winter-weary Chicagoans |
| <i>Yahoo! News</i> | Aruba using real-time weather ads to lure winter-weary Chicagoans |
| <i>A Taste for Travel</i> | Best Girlfriend Getaways in the Caribbean |
| <i>Matador Network</i> | In Aruba, Find an Abundance of Fresh Fish, Snack Shops, and Beach Bars |
| <i>Matador Network</i> | Who Knows Where in Aruba |
| <i>OOH Today</i> | Here's The Latest Aruba Tourism OOH Campaign |

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| <i>Campaign Live</i> | Aruba campaign reminds you why winter is the worst |
| <i>Skift</i> | Aruba's 'Election Disconnection' Experience Showcases the Demand for Personalized Wellness Getaways |
| <i>Billboard Insider</i> | Aruba Tourism's Ed Malone: Digital Out of Home was agile and relevant. |
| <i>Getting on Travel</i> | Best Sunny Getaways for Travelers over-50 |
| <i>Entrepreneur Magazine</i> | How Does Your Morning Routine Compare to Business Leaders Like Tim Ferriss, Martha Stewart and More? |
| <i>Stamford Advocate</i> | How Does Your Morning Routine Compare to Business Leaders Like Tim Ferriss, Martha Stewart and More? |
| <i>Connecticut Post</i> | How Does Your Morning Routine Compare to Business Leaders Like Tim Ferriss, Martha Stewart and More? |
| <i>mySA</i> | How Does Your Morning Routine Compare to Business Leaders Like Tim Ferriss, Martha Stewart and More? |
| <i>Greenwich Time</i> | How Does Your Morning Routine Compare to Business Leaders Like Tim Ferriss, Martha Stewart and More? |
| <i>MSN Money</i> | How Does Your Morning Routine Compare to Business Leaders Like Tim Ferriss, Martha Stewart and More? |
| <i>The World News</i> | How Does Your Morning Routine Compare to Business Leaders Like Tim Ferriss, Martha Stewart and More? |
| <i>Techy Lawyer</i> | How Does Your Morning Routine Compare to Business Leaders Like Tim Ferriss, Martha Stewart and More? |
| <i>Spring Forward Marketing</i> | How Does Your Morning Routine Compare to Business Leaders Like Tim Ferriss, Martha Stewart and More? |
| <i>Passport Magazine</i> | Dreamscape: Manchebo Beach Resort & Spa, Eagle Beach, Aruba |
| <i>The Zoe Report</i> | The Adventure Vacation Every Couple Should Take This Year |
| <i>Skift</i> | Aruba's 'Election Disconnection' Experience Showcases the Demand for Personalized Wellness Getaways |
| <i>A Taste for Travel</i> | Must-Try Vegan Food in Aruba: 20 Top Dishes and Restaurants |
| <i>The New York Times</i> | 36 Hours in Aruba |
| <i>Islands</i> | What's New in 7 Popular Spring Break Destinations |
| <i>Reader's Digest</i> | The 12 Best Islands for Retirement |
| <i>The Miami Herald</i> | Coronavirus update: Some of the measures taken by Latin American, Caribbean nation |
| <i>Travel Weekly</i> | Caribbean Islands' messages to past and future visitors |

TV and Radio Hits:

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| <i>The Today Show</i> | Warm Weather Getaways |
| <i>Global News</i> | The Morning Show |
| <i>WRBW-MNT</i> | FOX 35 News Edge at 8 PM |
| <i>WBAZ-AM-CBS Radio</i> | WBZ NewsRadio 1030 at 2pm |
| <i>FOX and Friends</i> | Election Disconnection |
| <i>KMSP (FOX 9 Buzz)</i> | Election Disconnection |
| <i>KDAF (The Beat on 33)</i> | Election Disconnection |
| <i>The Weather Channel</i> | AMHQ at 7:00am |
| <i>The Weather Channel</i> | AMHQ at 8:00am |
| <i>KTAR-FM</i> | Election Disconnection |
| <i>KEX-AM</i> | Election Disconnection |